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### **IN THE CLAIMS**

Please consider the claims as follows:

1. (previously presented) A method, comprising the steps of:  
establishing, by a cable television system operator, a resource lease with each of at least one content provider, each content provider storing at least some of a plurality of video assets within said leased resource at at least one cable television system operator location, said leased resource comprising a memory resource;  
fulfilling subscriber requests for available content stored at the at least one cable television system operator location, said fulfilling comprising providing said subscriber requests to said subscribers over a cable television delivery system;  
generating usage statistics;  
providing said usage statistics to said at least one content provider;  
selecting, according to said at least one content provider, which video assets are stored in said leased resource; and  
at least one of increasing and decreasing a capacity of said memory resource in response to said usage statistics.
2. (original) The method of claim 1, further comprising the steps of:  
generating service-centric data; and  
adapting service operation according to said usage statistics and said service-centric data.
3. (original) The method of claim 1, further comprising the steps of:  
generating content-centric data; and  
providing said content-centric data to said at least one content provider.
4. (original) The method of claim 1, further comprising the step of:

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remitting compensation to said at least one content provider in response to said usage statistics.

5. (original) The method of claim 4, wherein said remitted compensation is offset by the value of said lease.

6. (original) The method of claim 1, wherein said leased resource is adapted in response to said usage statistics.

7. (cancelled)

8. (previously presented) A method, comprising the steps of:  
assigning, by a cable television system operator to each of a plurality of content providers, content management responsibilities for respective cable television system operator resources, said cable television system operator resources comprising a memory resource;

fulfilling subscriber requests for video assets stored in said respective cable television system operator resources, said fulfilling comprising providing said subscriber requests to said subscribers over a cable television delivery system;

generating usage statistics and providing said usage statistics to at least one content provider;

selecting, in response to information provided by said content providers, which video assets are stored within said respective cable television system operator resources; and

at least one of increasing and decreasing a capacity of said memory resource in response to said usage statistics.

9. (original) The method of claim 8, further comprising the steps of:  
generating service-centric data; and

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adapting service operating according to said usage statistics and said service-centric data.

10. (original) The method of claim 8, further comprising the steps of:  
generating content-centric data; and  
providing said content-centric data to said at least one content provider.
11. (previously presented) The method of claim 8, further comprising the step of:  
remitting compensation to said at least one content provider in response to said usage statistics, wherein said remitted compensation is offset by the value of a lease.
12. (previously presented) The method of claim 11, comprising:  
defining rules for said video assets according to said content provider, said rules comprising pricing rules for said video assets;  
providing said rules from said content provider by a signal path to a controller at said cable television system operator location;  
and wherein the fulfilling step comprises:  
fulfilling subscriber requests for available content stored at the at least one cable television system operator location according to said rules.
13. (previously presented) Apparatus coupled to a plurality of subscribers and to content suppliers, the apparatus comprising:  
a server complex, at a cable television system operator location, comprising a plurality of partitions, each of said partitions storing video assets provided by respective content suppliers; and  
a controller capable of: (i) controlling distribution of said video assets through a cable television delivery system, (ii) providing usage data to said content suppliers, (iii) selecting which of said video assets are stored in said respective partitions in response to said content suppliers, and (iv) at least one of increasing and decreasing a capacity of at least one partition in response to said usage statistics.

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14. (previously presented) The apparatus of claim 13, wherein content suppliers provision respective server complex partitions according to rules implemented by said controller.

15. (original) The apparatus of claim 14, wherein said rules define at least one of a navigation parameter, a promotion parameter and a packaging parameter of said video assets provided by said content suppliers.

16. (original) The apparatus of claim 13, wherein said server complex partitions are leased by said content suppliers.

17. (original) The apparatus of claim 13, wherein said server complex partitions are auctioned to said content suppliers.

18. (original) The apparatus of claim 13, wherein:  
said content suppliers adapt the content stored in the respective partitions in response to content-centric data provided by said controller.

19. (previously presented) The apparatus of claim 13,  
wherein said controller is coupled by a signal path to said content provider, said signal path providing rules from said content provider to said controller, said rules defined according to said content provider and comprising pricing rules for said video assets; and  
wherein said controller is capable of distribution of said video assets according to said rules.

20-21. (cancelled)

22. (previously presented) The method of claim 1, comprising:

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defining rules for said video assets according to said content provider, said rules comprising pricing rules for said video assets;

providing said rules from said content provider by a signal path to a controller at said cable television system operator location;

and wherein the fulfilling step comprises:

fulfilling subscriber requests for available content stored at the at least one cable television system operator location according to said rules.

23. (previously presented) The method of claim 1, wherein said leased resource comprises at least a portion of a server complex having a plurality of resource partitions, the method comprising:

migrating content assets between resource partitions according to said usage statistics.